
User Satisfaction Level: A case study of Delhi Public Library

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Abstract

The purpose of present paper is to identify the level of satisfaction among the users of Delhi Public Library (DPL) towards its services, collection, staff, building and environment. To conduct fruitful study a survey method was adopted in which structured questionnaire was distributed randomly among the group of users. The data were analysed and interpreted with the help of Ms-Excel. It was found that majority of the users are satisfied with the different facets of the library and are of the view that other non-users may be encouraged to become the users of this library. So many studies have been conducted on Public library, there does not seem to be anyone covering the user's satisfaction level among the users of DPL, which works on imparting information and as local culture centre of the society.

Keywords: Public Library, User Survey, Delhi Public Library.

1. Introduction

To build an intellectual society public libraries play an immense role. Today in the dynamic society, users have diverse information needs; they are in want of exact and pinpointed information or documents. To fulfil their information needs public libraries play an important role in the provision of access to globally acknowledged information resources (Shah 2013). As such, user satisfaction with regard to public library services has become a major concern in the current period (Joy and Idowu 2014, 6). Public libraries are officially recognised as key players of the emerging information or knowledge-oriented society. (Pors 2006, 275). Thus, today the assessment of user satisfaction level is a vital issue, to provide advance products and services and fulfill other purpose. Public libraries are meant to serve the public i.e people living in society and with no age bar. Be it a child, or a school going kid or a working professional or retired persons or even old age persons; anyone is free to access public library. The Delhi Public Library, Delhi was established as UNESCO project in 1951 by Government of India. It has a network of zonal libraries, sub library, mobile library etc. It is the largest public library network in India. It also acts a depository library under the Books and Registration Act 1954. Present paper attempts to assess the satisfaction level of users of Delhi Public Library to enhance new services by recognising the information needs of users.

2. Review of literature

Chandrashekhar and Sivathaasan (2016) investigated the level of satisfaction among children (up to 14 years) with regard to facilities and services available at the children's section of the Jaffna Public Library (JPL, Sri Lanka). It was found that the main purpose of visiting the children's section is reading books and 86% of the respondent's visit the library 3-4 times in a week and female children are more satisfied with the library environment compared to males. Hardy and Johanson (2003) through a wide-scale survey tried to explore the demographic characteristics of Victorian public library public access Internet users, the extent to which public access Internet provision meets the needs of those users, and users' planned/future use of public access Internet. Hawkins, Morris, and Sumsion (2001) showed that book borrowing is spread fairly evenly across the population, information seeking is much less and those in most need of information are least likely to seek it from a public library. Johannsen (2014) examined the situation where public libraries become self-service institutions and where innovative staff-intensive library services can develop and co-exist. The findings revealed that staff attitudes toward staff-less libraries, also toward more staff-intensive practices have been somewhat reluctant and sceptical. The paper also presents leadership initiatives which have proved to handle such resistances constructively. Nzivo (2012) found that the Kenyan Public Library System (KNLS) library services and information resources are very positively perceived by most respondents than that of other libraries.

3. Objectives

- i. To reframe the purpose of visiting Delhi public library
- ii. To find out the time preferred to visit the library
- iii. To know the attitude of users towards the public library system.
- iv. To know the satisfaction level of users regarding the resources and services provided by the library
- v. To find out the perception of users towards the library building and environment.

4. Methodology

The present study was conducted using survey method. A total of 250 questionnaires were distributed to the users in Delhi Public Library, Main Branch in Chandni Chowk, Delhi. 180 duly filled questionnaires were received back making 72% response rate. The data were tabulated and interpreted by calculating percentage values. For analysing the data Excel software package is used.

5. Data analysis

Following analysis have been done using the data filled by these users. Among the 180 questionnaires received from the users, 115 (63.9%) were from males and 65 (36.1%) from females. Most of the respondents were students aged between 15-25 years.

Table 1

Frequency of Visit in Delhi Public Library

Frequency	No. of Respondents (N=180)	Percentage (%)
Daily	170	94.4%
Weekly	6	3.3%
When Information Need	4	2.2%
Monthly	0	0%
During Holiday	4	2.2%

From Table 1 we can interpret that maximum users (94.4%) visit the library in the morning time (93.3% users) and spend more than 5 hours per day (54.4%). There are 28.9% users who spend up to one hour in their visit.

Table 2

Purpose for Visit to DPL

Purpose for Visit to DPL	No of Respondents (N=180)	Percentage (%)
Educational Purpose	66	36.6%
Accessing Internet	4	2.2%
Improving General knowledge	12	6.6%
Preparing Competitive Exam	116	64.4%
Getting Particular Information	4	2.2%
Spending or Passing time/Hobby	2	1.1%
Entertainment Purpose	0	0%

Out of the various purposes listed in the Table 2, maximum users (64.4%) visit library to prepare for competitive exams followed by other educational needs. Least user visits this library as a time pass and no one visits for entertainment purpose.

Table 3

Benefits of Visiting DPL

Benefits	No of Respondents (N=180)	Percentage (%)
Obtain all the Information required	118	65.6%
Obtain Particular Information	44	24.4%
Obtain no Information	8	0.4%

Table 3 shows that 65.6% users obtain all the information needed by them on their visit to the library. While only 0.4% said that they were not able to get the required information.

Table 4

Source of Information to fulfil the Information Needs

Source of Information	No of Respondents (N=180)	Percentage (%)
Newspaper/Magazine	64	35.6%
Journals/Periodicals	10	5.6%
Reference Sources	20	11.1%
Textbook/General Books	44	24.4%
Competitive exam books	140	77.8%
Local Cultural Resources	4	2.2%
Story books/Novels	16	8.8%
Others	2	1.1%

Maximum users (77.8%) use competitive exam books to fulfil their information needs on visiting the library while 35.6% use newspapers and magazines available in the library. Local cultural resources and journals are the least accessed resources as shown in Table 4.

Table 5

Approach to find Information/Documents

Source of Information	No of Respondents (N=180)	Percentage (%)
Through Subject	94	52.2%
Through Title	20	11.1%
Asking Library Staff	24	13.3%
Through Author	26	14.4%
Through Call No	0	0%
Using Internet	30	16.7%

Table 5 lists out the approach used by the users to find the documents. None of the user searches the document using call number. Maximum users (52.2%) search through the subject while 16.7% users search through internet.

Table 6

Problem Faced by users

Problem	Number of Users (N=180)	Percentage (%)
Lack of skilled staff	8	4.4%
Internet Problem	16	8.9%
Inadequate Library Collection	34	18.9%
Regarding Library Services	34	18.9%
Others	60	33.3%

From Table 6 and figure 1, we can say that not much problems are faced by the users in terms of collection, staff, services and internet. Although many reported their problems in the terms of ACs not working properly, number of seats available which is less than the number of users.

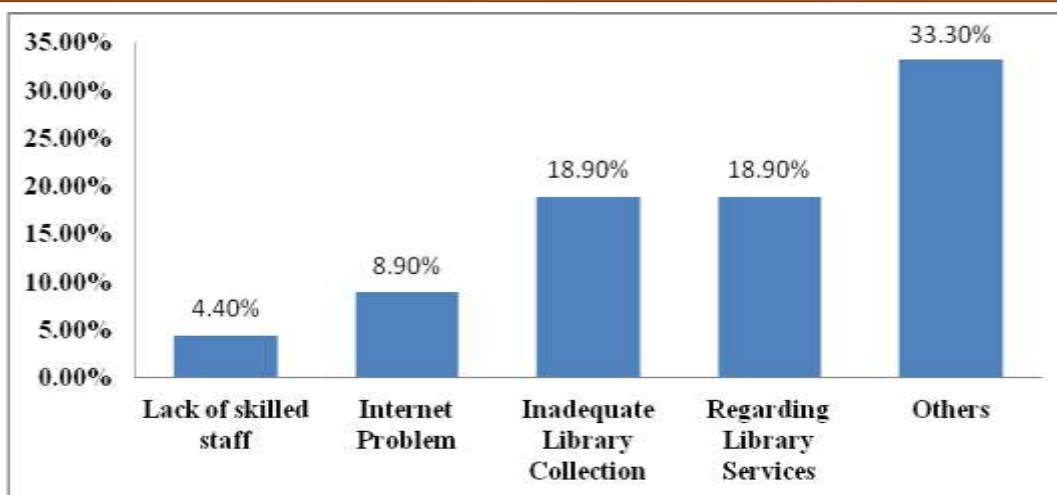


Figure 1: Problems faced by the users

 Table 7
 Satisfaction Level of Users in Services

S. No.	Services	Fully Satisfied	Satisfied	Not Satisfied	No Response
1.	Circulation Services	89 (49.4)	25 (13.9)	0 (0)	66 (37.7)
2.	Reference Service	79 (43.8)	25 (13.9)	5 (2.8)	71 (39.5)
3.	Membership Service	96 (53.3)	18 (10)	3 (1.6)	63 (35.1)
4.	Reading Room Service	62 (34.4)	35 (19.4)	23 (12.7)	60 (33.5)
5.	Special Service for Children and Woman	42 (23.3)	34 (18.9)	7 (3.8)	97 (54)
6.	Mobile Library service	36 (20.0)	22 (12.2)	18 (10)	104 (57.8)
7.	Civil Service Exam Section	29 (16.1)	35 (19.4)	14 (7.7)	102 (56.8)
8.	OPAC	23 (12.7)	27 (15.0)	19 (10.5)	111 (61.8)
9.	Reprography	26 (14.4)	35 (19.4)	31 (17.2)	88 (49)
10.	Bibliographic Service	29 (16.1)	18 (10.0)	10 (5.5)	123 (20.8)

(Note: figures in bracket represent percentage values)

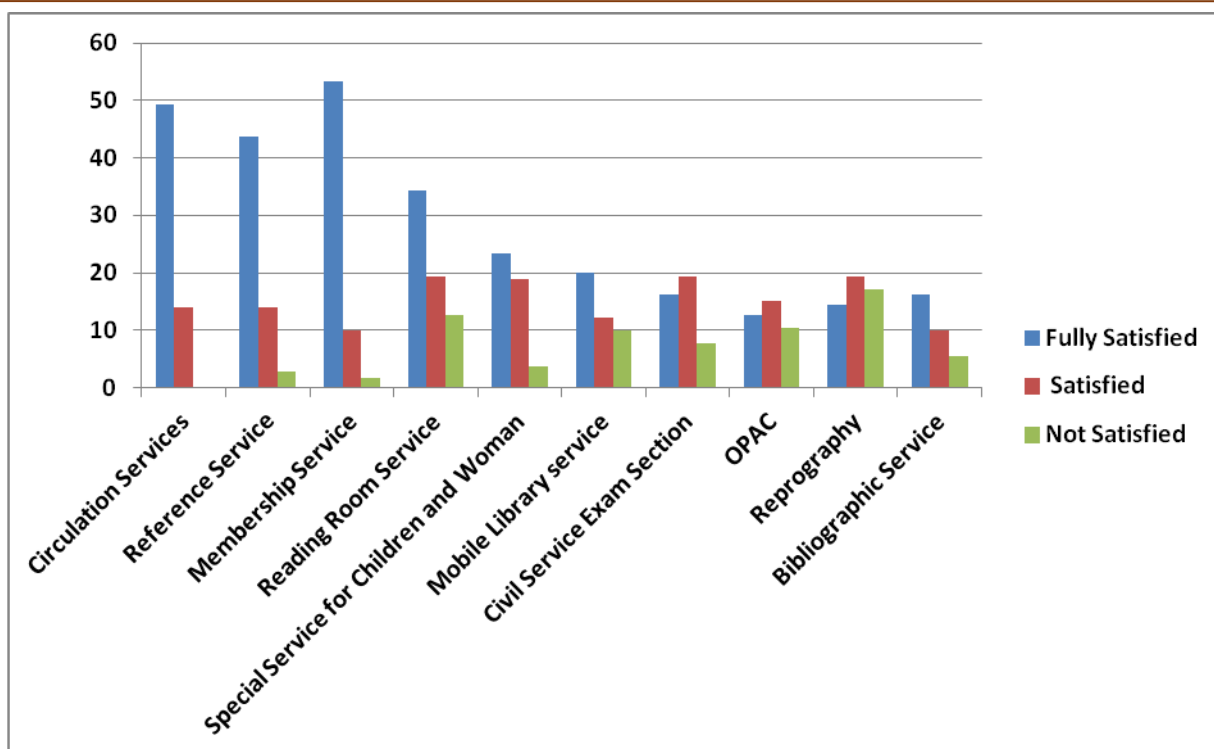


Figure 2: Satisfaction towards services

Table 7 and figure 2 indicate the satisfaction levels of users towards different services offered by the library. Maximum users (49.4%) are satisfied with circulation services while none is dissatisfied. Majority of users (43.8%) are fully satisfied with the reference services provided by the library staff. Almost all users are fully satisfied with the membership services; fee and renewal etc. less than half (34.4%) users are fully satisfied while 12.7% are not fully satisfied with the reading room provided to them. Maximum users not responded towards the services for women & children and mobile library services. This could be because of lack of awareness about these services. Also majority of users did not respond towards civil service exam section, OPAC, reprography, and bibliographic service. Among those who responded, only 19.4% users are satisfied with the competitive exam section. Maximum users (19.4%) are satisfied with reprography services while 16.1% only are fully satisfied with bibliographic services.

Table 8
Library Facility Ratings

S. No.	Facility	Poor	Adequate	Good	Very Good	Excellent	Total Score
1.	Condition of the outside the library	49	31	36	4	7	270 (42.5%)
2.	Condition of the inside the library	10	25	61	20	10	373 (59.2%)
3.	Signboards and direction available	23	20	43	20	10	322 (55.5%)
4.	Quiet space for individual activities	13	28	44	17	14	339 (58.4%)
5.	Provision of seating and tables and other furniture	30	29	25	18	19	280 (54.5%)
6.	Hygienic restrooms facilities	19	26	45	10	22	357 (58.4%)
7.	Cleanliness	18	20	47	13	2	261 (52.2%)
8.	Drinking water facilities	16	15	38	21	34	414 (66.8%)
9.	Lighting, fan and ventilation	12	18	33	32	23	390 (66.1%)
10.	First aid facilities	18	27	44	7	8	272 (52.3%)
11.	Suggestion box facilities	14	23	43	9	7	260 (54.2%)
12.	Pollution free environment	23	11	50	20	18	365 (59.8%)
Overall Score		245	273	509	191	174	3952 (56.8%)

Table 8 enlists the responses among the various facilities and conditions of the library. Conditions of the environment outside the library, as responded by the users are adequate (42.5%) while inside the library is much better (59.2%). Signboards and directions available are good enough. Overall there is sufficient discreet space for individual activities. Provision for seating is quite good in the library. Restroom facilities (58.4%) and first aid facilities (52.3%) are good. Drinking water, lighting, air and ventilation provided are all in very good condition. There exists a pollution free (59.8%) and clean (52.2%) environment in the library. Overall, good facilities are provided as the score obtained is 56.8% which lies in “good” zone. In table 8, total score is obtained by scoring

each statement with the marks calculated by using the scale: Poor= 1, Adequate= 2, Good= 3, Very Good= 4 and Excellent= 5.

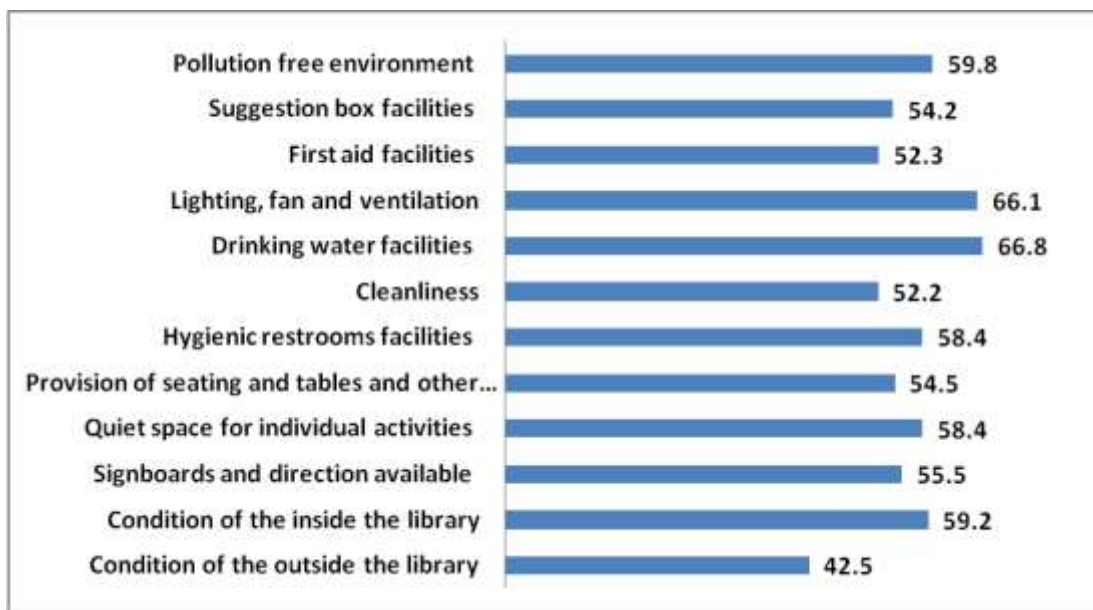


Figure 3: Satisfaction towards various facilities

Table 9

Overall Satisfaction towards Delhi Public Library

S. No.	Facets	Fully satisfied	Satisfied	Not satisfied	No Response
1.	Services	36 (20%)	110 (61.1%)	32 (17.7%)	02 (1.1%)
2.	Resources	30 (16.6%)	120 (66.6%)	24 (13.3%)	06 (3.3%)
3.	Staff	34 (18.8%)	116 (64.4)	26 (14.4)	04 (2.2%)
4.	Building	40 (22.2%)	126 (70%)	12 (6.6%)	02 (1.1%)
5.	Physical Environment	24 (13.3%)	122 (67.7%)	28 (15.5%)	06 (3.3%)
6.	Social Environment	30 (16.6%)	122 (67.7%)	24 (13.3%)	4 (2.2%)
7.	Overall Satisfaction	194 (17.9%)	716 (66.3%)	146 (13.5%)	24 (2.2%)

Table 9 shows the levels of satisfaction towards various facets. Overall 66.3% users are satisfied by all the features of Delhi public Library. 61.1% are satisfied by the services provided by the library and 66.6% by the resources. 67.7% users consider physical and social environment to be satisfactory enough. Majority of the users (70%) users say that building of the library is satisfactory while 64.4% are favourable towards the staff of the library.

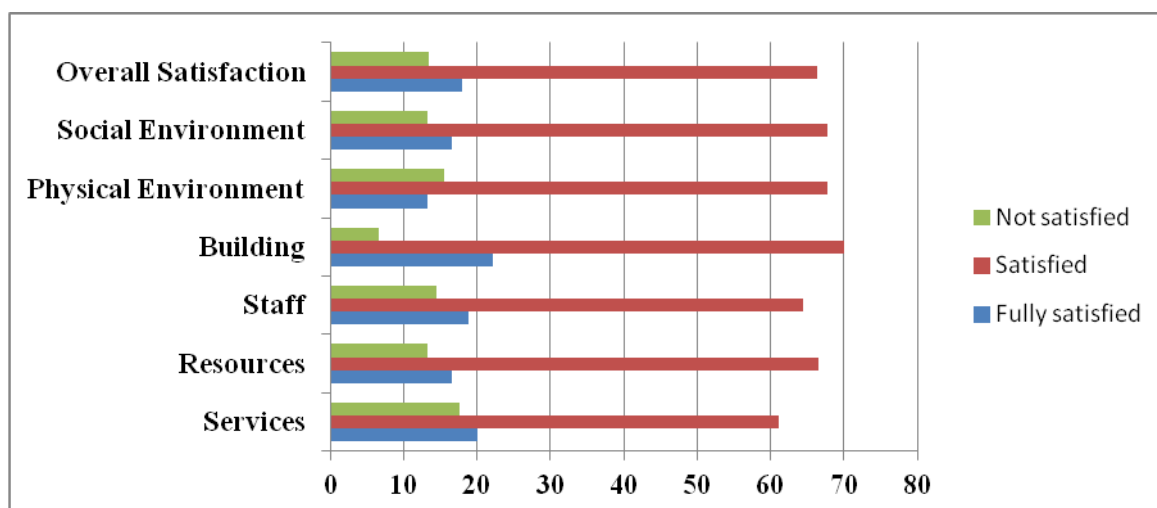


Figure 4: Satisfaction Level

Last question was regarding using word of mouth by the users for the promotion of DPL. Almost all the users (93.3%) responded positively that they will encourage the people to visit and use the services of the Delhi Public Library.

7. Major findings

- 1) Most of the respondents were students aged between 15-25 years and there were more males than females.
- 2) Maximum users (94.4%) visit the library in the morning time and spend more than 5 hours per day.
- 3) Maximum users (64.4%) visit library to prepare for competitive exams followed by other educational needs and hence use competitive exam books to fulfil their information needs.
- 4) 65.6% users obtain all the information needed by them on their visit to the library by searching through the subject.
- 5) Many users have reported their problems in the terms of ACs not working properly, number of seats available is less than the number of users.

- 6) Maximum users are fully satisfied with Circulation Services, Reference Service, Membership Service, Reading Room Service, Special Service for Children and Woman, Mobile Library service Bibliographic Services while there is partial satisfaction among the users towards the services for Civil Service Exam Section, OPAC and Reprography.
- 7) Facilities provided by the library are good enough as responded by the maximum users.
- 8) Overall 66.3% users are satisfied by all the features of Delhi public Library including services, resources, staff, building, physical and social environment.
- 9) Almost all the users (93.3%) responded positively that they will encourage the people to visit and use the services of the Delhi Public Library.

8. Conclusion

From the study it can be concluded that maximum users are satisfied by all the services provided by the library. Also the physical as well as social environment is found to be satisfactory. As reported by the users, building is good but more seats are required by the users and a proper air conditioned reading room. There is also much satisfaction regarding the collection of the library but as suggested by few users, library needs to add more books on pharmacy, geography, UPSC exams, current affairs, and teaching books. Overall, the users are of the view that they will surely recommend their friends and acquaintances to visit and become a member of Delhi Public Library.

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